

Memorandum



To: City Council
From: Ken Coleman
Date: October 2, 2015
Re: Chamber funding

The Chamber of Commerce has requested that the City provide their non-profit organization with a dedicated funding source that would cover expenses of the visitor center operations. As stakeholders in this function of their operation, a continued partnership from the City in support of this service is warranted. Staff believes there are multiple beneficiaries from this operation and encourages the Chamber to explore other potential funding sources.

To address the request that City sales tax license fees be utilized for this purpose, it is recommended that we poll businesses within the City jurisdiction to gauge their support for these suggested funding strategies. City staff has drafted a survey document for this purpose and asks Council to review and comment on this approach.

Information on the current discussion is provided to provide understanding of the issue. Three questions are posed for our businesses consideration. Those queries include lowering the vendor fee from the 5% of sales tax retained, raising the sales tax license fee, or increasing general fund allocations to fund the Chamber of Commerce Visitor Center.

The survey would be distributed via the US Postal Service to each sales tax license holder within the City of Gunnison. A stamped return envelope would be included. Each respondent has the opportunity to weigh in on these questions as well as provide input to an open question. They must provide their sales tax number as a control. The entire exercise would be administered by City staff to retain anonymity for the businesses. There is an October 31st deadline for responses.

The estimated cost to the City in providing this input for the Chamber will be approximately \$3000.00 with 869 businesses receiving the questionnaire. With Council approval, staff will initiate the process.